

**Claims**

1. A method for collecting information on an audience of a broadcast media stream, characterized by
  - (302) connecting a radio telecommunication system and a broadcast system to perform a media system ,
  - (304) broadcasting a media stream on at least one broadcast channel of the broadcast system,
  - (306) transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel,
  - (308) connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,
  - (310) collecting information on the audience connected to the media system, the information being on active users and/or passive users,
  - (312) processing the collected information in a predetermined way.
2. The method of claim 1, characterized by the audience having an interactive connection to the media stream system via an interactive menu shown on the screen of a user terminal.
3. The method of claim 1, characterized by collecting the information on the audience in a memory.
4. The method of claim 1, characterized by the collected information being shown on the screen of a user terminal and/or a broadcaster's terminal.
5. The method of any preceding claim, characterized by templates for the interactive menu or showing the collected information being ready-made, stored in a user terminal and being modified according to the parallel information.
6. The method of any preceding claim, characterized by templates for the visual menu or for displaying of the compiled information being transmitted as parallel information.
7. The method of claim 1, characterized by collecting the information on the active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

8. The method of claim 1, characterized by the parallel information being transmitted as a packet transmission.

9. The method of claim 1, characterized by collecting location information on the audience.

5           10. The method of claim 1, characterized by using the collected information for searching for good times, geographical areas and/or modes for advertising.

11. A media system for collecting information on the audience of a broadcast media stream, characterized by comprising:

10           means (200) for broadcasting a media stream on at least one broadcast channel of the broadcast system, the broadcast system being part of the media system,

15           means (104, 112, 202) for transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel using a radio telecommunication system of the media system,

20           means (104, 110, 112, 202) for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

            means (104, 110, 112, 202) for collecting information on the audience connected to the media system, the information relating to active users and/or passive users,

25           means (112, 202) for processing the collected information in a pre-determined way.

12. The system of claim 11, characterized by further comprising an interactive menu shown on the screen of a user terminal (110) for connecting the audience via an interactive connection to the media stream system.

30           13. The media system of claim 11, characterized by further comprising means (420) for collecting the information on the audience in a memory.

14. The media system of claim 11, characterized by further comprising means (104, 110, 112, 200, 202) for showing the collected information on the screen of a user terminal and/or of a broadcaster's terminal.

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15. The media system of claim 11, characterized by further comprising means (104, 110, 112, 200, 202) for storing ready-made templates for the interactive menu or showing the collected information and modifying them according to the parallel information.

5        16. The media system of claim 11, characterized by further comprising means (104, 112, 200, 202) for transmitting the templates for the visual menu or showing the collected information as parallel information.

10        17. The media system of claim 11, characterized by further comprising means (104, 110, 112, 200, 202) for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections.

15        18. The media system of claim 11, characterized by further comprising means (104, 110, 112, 200, 202) for transmitting the parallel information as a packet transmission.

19. The media system of claim 11 characterized by further comprising means (104, 110, 112) for collecting location information on the audience.

20        20. A user terminal for collecting information on an audience of a media stream broadcast by a media system characterized by comprising:

25        means (500, 506, 508, 514, 516, 520, 522, 524, 526, 528) for receiving parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel of the broadcast system, the broadcast system being a part of the media system,

30        means (500, 502, 504, 516, 520, 522, 524, 526) for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information,

      means (500, 502, 504, 516, 520, 522, 524, 526) for changing a parallel information reception state according to the user's selections,

35        means (500, 502, 504, 516, 520, 522, 524, 526, 528) for transmitting selections made by active users for collecting information on the audience connected to the media system,

means (500, 506, 508, 514, 516, 520, 522, 524, 526, 528) for showing the collected information.

21. The user terminal of claim 20, characterized by further comprising means (520) for the audience to have an interactive connection to  
5 the media stream system via an interactive menu.

22. The user terminal of claim 20, characterized by further comprising means (520) for active users to make their selections by using a virtual menu on the screen of a user terminal comprising options to be selected.

10 23. The user terminal of claim 20, characterized by further comprising means (500, 502, 504, 506, 508, 516, 520, 522, 524, 526) for transmitting and receiving parallel information as a packet transmission.

24. The user terminal of claim 20, characterized by further comprising means (500, 502, 504, 506, 508, 516, 520, 522, 524, 526) for col-  
15 lecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel for transmitting the user selections.